

Exhibit 11

TrafficSchool.com With Javascript

TrafficSchool.com
driving down your cost of driving

How It Works | Our Guarantee | FAQ's

Choose A Course | Select A State | At Your Own Pace | Receive Verification

It's This Easy **Get Started!**

Courses Offered

- Traffic School / Defensive Driving
- Teen Drivers Education
- Job Related / Fleet Safety

[Learn More](#)

Customer Support

Need help? Have a question on what to do? Speak to a real person who will answer your questions in a flash.

Live Support
1-800-691-5014

Realize the Difference

Welcome to TrafficSchool.com, the preferred choice for satisfying traffic school and drivers education on the Internet since 1994... providing a variety of online courses for your traffic school, defensive driving, point or insurance reduction and drivers ed needs. Whether you need to dismiss a traffic ticket, obtain a new learner's permit or driver license or receive a discount on your auto insurance, take one of our accredited and highly acclaimed driver safety education courses in California, Florida, Texas and other U.S. States.

In the Media

Partners

Already Taking A Course?

We remember where you left off so you don't have to. Re-sign in below to pick right up...

Email Address:

Driver's License #:

[Continue Lesson](#)

[Tell Me More / Traffic School / Defensive Driving / Drivers Ed / Start Course / Re-Enter Course / Help/FAQ / Contact Us](#)
[Certificate / Terms of Course / Testimonials / Money Back Guarantee / Privacy Policy / Auto Products & Services / Resources / Sitemap](#)

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Exhibit 12

TrafficSchool.com without Javascript

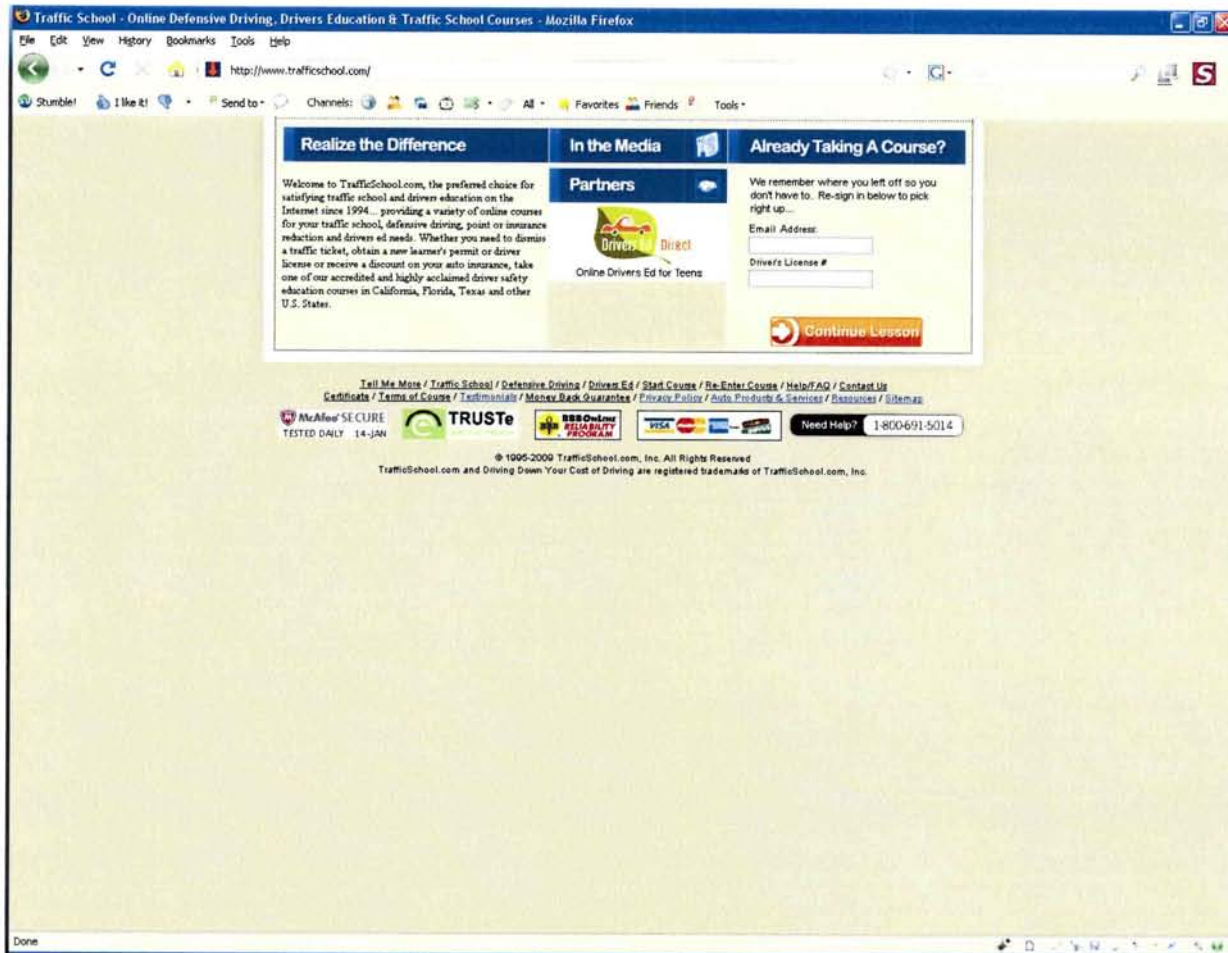


Exhibit 13

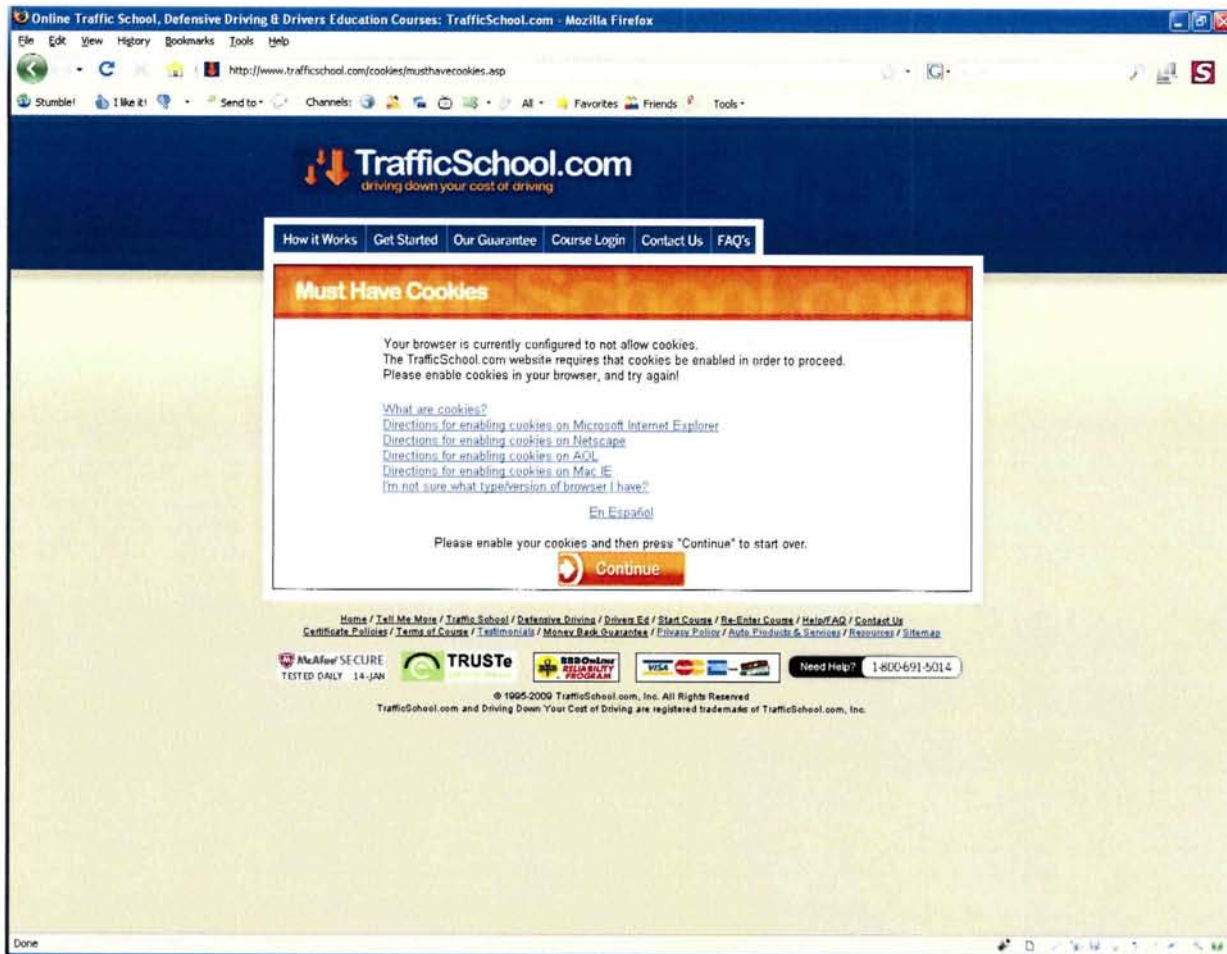


Exhibit 14

ALZHEIMER'S DISEASE in Your Life? Center for Caring (Sponsored) - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.webmd.com/alzheimers-disease-center-caring/default.htm

Stumble! Like It Send to Channels: All Favorites Friends Tools

(1195 unread) Yahoo! Mail, ddgray

ALZHEIMER'S DISEASE in Your Lif...

Home & News Health A-Z Drugs & Supplements Healthy Living Healthy Eating & Diet Parenting & Pregnancy Mental Health

WebMD
Better information. Better health.

Other search tools: Symptoms | Doctors | Hospitals

Search

WebMD Home > Alzheimer's Disease Center for Caring

Alzheimer's Disease Center for Caring

Sponsored by **Namenda**
memantine HCl

The following is a Sponsored Resource. The sponsor of this content has sole editorial control.

Alzheimer's Disease: Keep Them Close As Long As You Can.

Currently, there is no cure for Alzheimer's disease, but there are medications proven to slow down symptoms of the disease.

Answer the following questions to customize your content.

Has someone you care for been diagnosed with Alzheimer's disease?
☐ Yes ☐ No

Is the person you care for currently taking medication to treat his or her Alzheimer's disease?
☐ Yes ☐ No

Is the person you care for currently taking Namenda to treat his or her Alzheimer's disease?
☐ Yes ☐ No

CUSTOMIZE MY CONTENT

3 Steps to Keep Them Close


- 1. Find Out if Namenda May Help**
- 2. Learn More About Namenda Benefits**
- 3. Get 10 Questions to Ask the Doctor**

Namenda Works Differently to Treat Alzheimer's Disease

- Namenda is safe and effective
- Starting Namenda is easy
- When to ask about Namenda therapy

[Learn More about Namenda](#)

Hear Doctors and Others Providing Care Talk about Alzheimer's Disease and Treatment with Namenda

 Recognizing the Symptoms What to Look for in the Early Stages Watch Video	 Treatment Benefits Maintaining Quality of Life Watch Video
 Alzheimer's Disease Q & A Understanding Alzheimer's Disease & Advances in Treatment Watch Video	 Getting Support Taking Advantage of Available Resources Watch Video

Listen in to the Experts

Agitation, Wandering, Aggression. How does a caregiver cope with these challenging behaviors over a period of several years? Dr. George Grossberg provides insight on what to expect as the disease progresses, as well as tips for

Done

Exhibit 15

50.	Microsoft Internet Explorer 5.0	194	0.01%	0.02%	YES	0
51.	Netscape Navigator 7.1	189	0.01%	0.01%	YES	0
52.	Microsoft Internet Explorer 5.23 (Macintosh)	175	0.01%	0.00%	NO	175
53.	Safari 2.0	170	0.01%	0.01%	YES	0
54.	Microsoft MSN Explorer 2.5	161	0.00%	0.00%	YES	0
55.	Microsoft MSN Internet Access	159	0.00%	0.00%	YES	0
56.	Safari 1.0.3	157	0.00%	0.00%	YES	0
57.	Microsoft Internet Explorer 5.01	151	0.00%	0.03%	YES	0
58.	Safari 1.3	147	0.00%	0.01%	YES	0
59.	Mozilla (Gecko) 1.7.13	137	0.00%	0.00%	YES	0
60.	MSN TV2	124	0.00%	0.01%	NO	124
61.	Microsoft Internet Explorer 5.17 (Macintosh)	91	0.00%	0.00%	NO	91
62.	Mozilla (Gecko) 1.7	86	0.00%	0.00%	YES	0
63.	Konqueror 3	82	0.00%	0.00%	YES	0
64.	Safari 3.0.3	81	0.00%	0.00%	YES	0
65.	Mozilla Firefox 1.5.0.2	81	0.00%	0.00%	YES	0
66.	Safari 3.0.0	67	0.00%	0.00%	YES	0
67.	Microsoft Internet Explorer 5.22 (Macintosh)	63	0.00%	0.00%	NO	63
68.	Safari 1.3.1	60	0.00%	0.00%	YES	0
69.	Safari 2.0.2	60	0.00%	0.00%	YES	0
70.	Netscape Navigator 7.0	53	0.00%	0.00%	YES	0
71.	Netscape Navigator 7.02	48	0.00%	0.00%	YES	0
72.	Mozilla (Gecko) 1.7.3	47	0.00%	0.00%	YES	0
73.	Mozilla Firefox 1.0.5	47	0.00%	0.00%	YES	0
74.	Netscape Navigator 4.0	45	0.00%	0.03%	YES	0
75.	Microsoft Internet Explorer 7.0 beta	43	0.00%	0.00%	YES	0
76.	Mozilla Firefox 3.0 alpha	43	0.00%	0.00%	YES	0
77.	Safari 1.2	42	0.00%	0.00%	YES	0
78.	Opera 8.x (unknown version)	39	0.00%	0.00%	YES	0
79.	Safari 1.2.4	38	0.00%	0.00%	YES	0
80.	Mozilla (Gecko) 1.7.5	37	0.00%	0.00%	YES	0
81.	Opera 9.x (unknown version)	33	0.00%	0.00%	YES	0
82.	Mozilla (Gecko) 1.7.2	31	0.00%	0.00%	YES	0
83.	Mozilla (Gecko) 1.6	29	0.00%	0.00%	YES	0
84.	Microsoft Internet Explorer 5.14 (Macintosh)	28	0.00%	0.00%	NO	28
85.	Safari 2.0.1	27	0.00%	0.00%	YES	0
86.	Microsoft Internet Explorer 5.16 (Macintosh)	22	0.00%	0.00%	NO	22
87.	Netscape Navigator 2.0	22	0.00%	0.00%	YES	0
88.	Safari 1.2.3	22	0.00%	0.00%	YES	0
89.	Mozilla Firefox 1.5 beta	20	0.00%	0.00%	YES	0
90.	Web TV	19	0.00%	0.00%	NO	19
91.	Safari 1.1	18	0.00%	0.00%	YES	0
92.	Mozilla (Gecko) 1.2.1	16	0.00%	0.00%	YES	0
93.	Mozilla (Gecko) 1.5	15	0.00%	0.00%	YES	0
94.	Safari 1.0	14	0.00%	0.00%	YES	0
95.	Safari 3.0.2	14	0.00%	0.00%	YES	0
96.	Microsoft MSN Explorer 2.6	14	0.00%	0.00%	YES	0
97.	Opera (unknown version)	12	0.00%	0.00%	YES	0
98.	AOL 9.0	11	0.00%	0.00%	YES	0
99.	Opera 8.5	11	0.00%	0.00%	YES	0
100.	Safari 1.1.1	11	0.00%	0.00%	YES	0
101.	Opera 8.51	10	0.00%	0.00%	YES	0
102.	Mozilla Firefox 2.0 beta	8	0.00%	0.00%	YES	0
103.	Netscape Navigator 8.0	8	0.00%	0.00%	YES	0
104.	Opera 8.54	7	0.00%	0.00%	YES	0
105.	Galeon (unknown version)	7	0.00%	0.00%	YES	0
106.	Netscape Navigator 1.1	7	0.00%	0.00%	YES	0
107.	Microsoft Internet Explorer 5.0 (AOL)	6	0.00%	0.00%	YES	0
108.	Opera 7.54	6	0.00%	0.00%	YES	0
109.	Netscape Navigator 1.2	5	0.00%	0.00%	YES	0
110.	Mozilla (Gecko) 1.4	5	0.00%	0.00%	YES	0
111.	Mozilla (Gecko) 1.4.1	5	0.00%	0.00%	YES	0
112.	Konqueror (unknown version)	4	0.00%	0.00%	YES	0
113.	Microsoft Internet Explorer 6.0 beta	4	0.00%	0.00%	YES	0
114.	Mozilla (Gecko) 1.3.1	4	0.00%	0.00%	YES	0
115.	Java (unknown version)	4	0.00%	0.01%	NO	4
116.	Netscape Navigator 8.0.3.3	4	0.00%	0.00%	YES	0
117.	Mozilla (Gecko) 1.0.1	4	0.00%	0.00%	YES	0
118.	Safari 1.2.2	3	0.00%	0.00%	YES	0
119.	Konqueror 3.4	3	0.00%	0.00%	YES	0
120.	Opera 7.11	2	0.00%	0.00%	YES	0
121.	Netscape Navigator 8.0.3.4	2	0.00%	0.00%	YES	0
122.	Opera 7.52	2	0.00%	0.00%	YES	0
123.	Microsoft Internet Explorer 4.01	2	0.00%	0.00%	YES	0
124.	Netscape Navigator 4.61	2	0.00%	0.00%	NO	2

125. Netscape Navigator 4.7	2	0.00%	0.00%	NO	2
126. Netscape Navigator 8.0.2	2	0.00%	0.00%	YES	0
127. Opera 8.53	2	0.00%	0.00%	YES	0
128. Opera 8.02	2	0.00%	0.00%	YES	0
129. Opera 8.0	2	0.00%	0.00%	YES	0
130. Mozilla (Gecko) 1.4.2	2	0.00%	0.00%	YES	0
131. Konqueror 3.2	2	0.00%	0.00%	YES	0
132. Mozilla (Gecko) 1.0	2	0.00%	0.00%	YES	0
133. Microsoft MSN Explorer 6.0	2	0.00%	0.00%	YES	0
134. Opera 7.23	1	0.00%	0.00%	NO	1
135. Safari 3.0.1	1	0.00%	0.00%	YES	0
136. Netscape Navigator 2.01	1	0.00%	0.00%	YES	0
137. Netscape Navigator 6.1	1	0.00%	0.00%	NO	1
138. Netscape Navigator 2.02	1	0.00%	0.00%	NO	1
139. Opera 7.50	1	0.00%	0.00%	YES	0
140. Netscape Navigator Gold 3.01	1	0.00%	0.00%	YES	0
141. Netscape Navigator 4.51	1	0.00%	0.00%	NO	1
142. Mozilla (Gecko) 1.1	1	0.00%	0.00%	YES	0
143. Microsoft Internet Explorer 4.01 (AOL)	1	0.00%	0.00%	YES	0
144. Konqueror 2.2	1	0.00%	0.00%	YES	0
145. Netscape Navigator 4.75	1	0.00%	0.00%	NO	1
146. Opera 7.02	1	0.00%	0.00%	YES	0
147. Microsoft FrontPage (unknown version)	1	0.00%	0.00%	NO	1
148. Opera 8.01	1	0.00%	0.00%	YES	0
149. Mozilla (Gecko) 0.9.3	1	0.00%	0.00%	NO	1
150. Opera 8.52	1	0.00%	0.00%	YES	0
151. Mozilla (Gecko) 1.3	1	0.00%	0.00%	YES	0
152. Konqueror 3.1	1	0.00%	0.00%	YES	0
153. Opera 6.02	1	0.00%	0.00%	YES	0
154. Wget (unknown version)	1	0.00%	0.00%	NO	1
155. Opera 7.51	1	0.00%	0.00%	YES	0
156. Microsoft Internet Explorer 4.0	1	0.00%	0.00%	NO	1
157. Netscape Navigator 8.0.1	1	0.00%	0.00%	YES	0
158. Galeon 1.3.5	1	0.00%	0.00%	YES	0
159. Galeon 1.2.6	1	0.00%	0.00%	YES	0
Total	3,326,662			139 (YES) 20 (NO)	789
					0.02%

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Omniture Headquarters: 550 East Timpanogos Circle Orem, Utah 84097

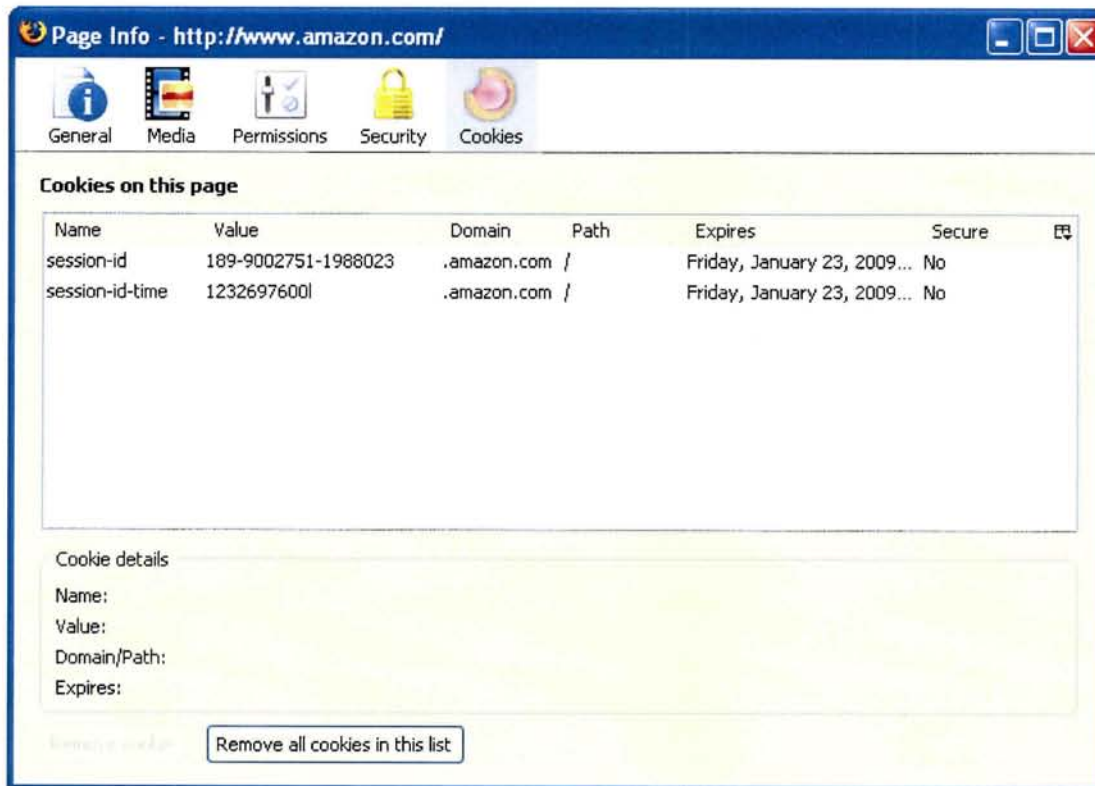
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Exhibit 16

Cookies enabled on Amazon.com homepage



Additional cookie enabled on a particular product page on Amazon.com

Page Info - http://www.amazon.com/gp/product/B001ENOZY4/ref=s9crtpf_r1_at-rfc...

General Media Permissions Security Cookies

Cookies on this page

Name	Value	Domain	Path	Expires	Secure	
ubid-main	192-3828973-7755165	.amazon.com	/	Tuesday, January 01, 20...	No	
session-id	180-2438829-6353636	.amazon.com	/	Monday, January 26, 200...	No	
session-id-time	1232956800l	.amazon.com	/	Monday, January 26, 200...	No	

Cookie details

Name:
Value:
Domain/Path:
Expires:

[Remove all cookies in this list](#)

Additional cookie enabled when items placed in shopping cart on Amazon.com

Page Info - http://www.amazon.com/gp/product/handle-buy-box/ref=dp_start-bbf_1...

General Media Permissions Security Cookies

Cookies on this page

Name	Value	Domain	Path	Expires	Secure	
session-token	T5C24nCmZizJCRevYvtTI...	.amazon.com	/	Monday, January 19, 200...	No	
ubid-main	192-3828973-7755165	.amazon.com	/	Tuesday, January 01, 20...	No	
session-id	180-2438829-6353636	.amazon.com	/	Monday, January 26, 200...	No	
session-id-time	1232956800l	.amazon.com	/	Monday, January 26, 200...	No	

Cookie details

Name:
Value:
Domain/Path:
Expires:

[Remove all cookies in this list](#)

Exhibit 17

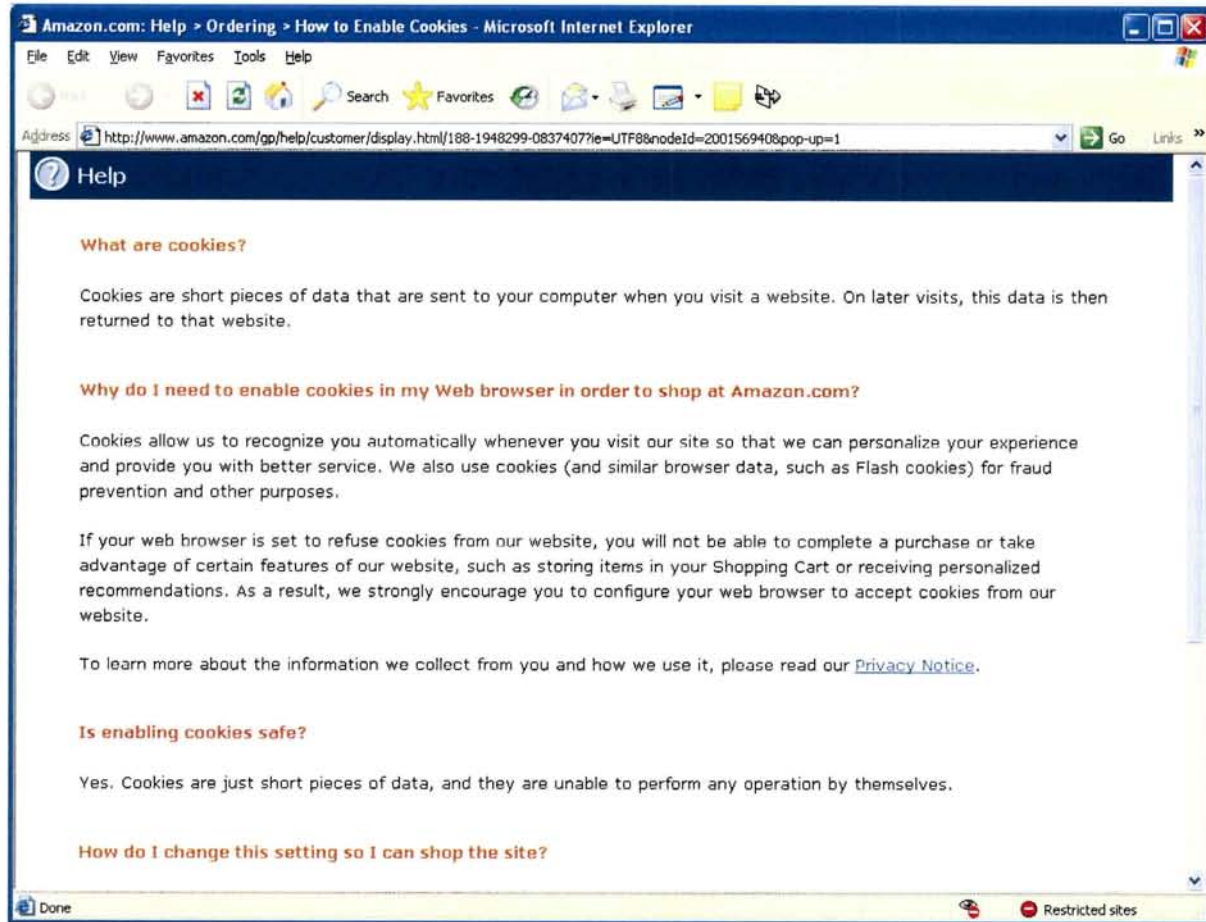
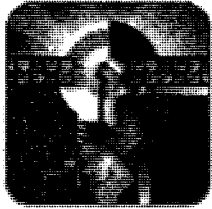


Exhibit 18



eWebArchitecture

SOLUTIONS FOR THE INFORMATION AGE

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SERVICES

- Web Site Design
- eCommerce
- Web Programming
- Web Databases

HIP TIPS

Usability Tip:

RESET Button and Forms

No online form would be complete without a SUBMIT button. But what about that other button: the CLEAR or RESET button that erases the user's input? Does it help the user? Generally, the answer is no. Often a RESET button does more harm than good.

Promotion Tip: Splash Pages May Drown Your Site

By: Larisa Thomason, Senior Web Analyst, NetMechanic, Inc.

Close your eyes and imagine using a design technique for your Web site that increases page load time, encourages people to leave the site, confuses search engines, and discourages repeat visitors. Did you imagine a splash page? You should have.

Digital Book Covers

A splash page is basically a digital version of a traditional book cover. Its purpose is to set a mood for the rest of the site or reinforce a brand; it usually consists of an eye-catching graphic and little or no actual content. Like a book cover, the splash page is designed to intrigue visitors and entice them to enter the site and learn more.

It doesn't always work that way. Some sites that have tried splash pages found that more than 25% of their visitors left the site immediately. These statistics have lead many organizations to ban them. For instance, the Web site guidelines on the PBS Online page advise the following:

"In most cases, PBS Online discourages the use of splash pages, because our users complain of unnecessary download time. Producers

HTML Tip:

Renewed Importance Of META
Tags

who have created splash pages, often end up
taking them down at the request of their
audiences."

META tags are back — at least
with some search engines.

Depending on your site design
and technology, good META tags
may be one route to improved
search engine rank.

CSS Tip:

You Are Here

One easy way to make your
navigation menu more user-
friendly is to disable the current
page in the menu. We'll show
you how to accomplish this
using basic HTML and CSS: no
JavaScript or PHP coding
required!

Search Tips:

Search Tip Archive

Visitors Want Information Quickly

Audience preference is important: visitors to your Web site
want information to be served up quickly and in an
understandable format. First-time visitors have to wait for the
splash page to load, click to enter the actual site, and then
wait again to view the home page. That's quite a time
commitment since they can't tell if your content is valuable to
them until the second page loads.

Repeat visitors get even more frustrated. That dazzling
graphic on the splash page may have been entertaining at
first, but its appeal drops sharply on subsequent visits. Web-
savvy visitors may bookmark your internal pages to avoid the
splash page, but why take the chance?

Slam The Door On Search Engines

You may also have problems achieving a high search engine
rank. Most search engine algorithms rank pages based on a
combination of HTML code elements, page content, and link
popularity. Splash pages, deficient in all three areas, often turn
away spiders as efficiently as they turn away visitors. META
tags with keywords and descriptions help spiders index splash
pages, but the absence of links and content hurts the page's
overall search engine ranking.

Furthermore, a splash page adds another level to your site.
Many search engine spiders only crawl through the first three
levels of a site when they index and rank pages. A splash page
hides some of your content from search engines by adding
another level without adding much value to the site.

When To Use A Splash Page

Some Web sites do get value from splash pages in specific circumstances.

- **Intentionally Turn Away Visitors:** Yes, some sites actually want to make it harder to view their content. The most common examples are adult-oriented sites that post warnings to turn away minors and anyone who visits by mistake. Other sites that operate on a subscription-only basis or contain private information may also use a splash page and require a password before visitors go deeper into the site.
- **Redirect Visitors:** Sites that use plug-ins (like Flash and Shockwave) sometimes use a splash page that tests for plug-ins on the visitor's browser and routes the visitor accordingly. Other sites offer visitors the option of viewing the site with or without the plug-ins. Consider, though, whether you want to spend time designing pages that require special plug-ins if you expect to attract a sizeable audience who may not have them installed.
- **Sell Creativity:** Companies (like Web design firms and advertising agencies) that sell creativity instead of tangible products usually benefit from well-designed splash pages. Here, the pages help set a mood for the entire site by showing off the company's design skills and creativity level. People visit these sites expecting to be dazzled and don't mind waiting for the effects to load.

How To Improve Your Splash Pages

If your site has a legitimate reason to use a splash page (other than "it looks so cool!"), then you can take steps to make the

page friendlier to human visitors and search engines.

- **Redirect Repeat Visitors:** Instead of relying on repeat visitors to bookmark your site's internal pages, set a cookie on the user's computer that indicates the user has already seen the splash page. Then include a script on the splash page; have it check for the cookie and direct the visitor immediately to the home page if a cookie is present.
- **"Click To Enter" Links:** Always use a "Click To Enter" link on the page. Visitors new to the Internet may not understand that they're supposed to click on the graphic to enter the site; a text link removes any question. It also gives visitors the opportunity to click past the splash page instead of waiting for the image to load completely.
- **Use A One Page Frameset:** This is one of the few cases where a frame will help you with search engines! Place your splash page in a frame page that utilizes only one frame. Use the NOFRAMES tag to include keyword-rich content that describes your site and links that the spider can follow to the rest of your site. Your visitors will see the splash page and search engine spiders will use the information in the NOFRAMES tag to index and rank your pages.
- **Optimize Graphics:** While your visitors may expect a splash page to load relatively slowly, do everything you can to decrease their wait. Optimize your graphics for load time by using NetMechanic's GIFBot, our free tool that reduces image file size by up to 90%.

Anything that makes it harder for visitors to get into your site is generally a bad idea. Carefully consider the purpose of your site, your target audience, and the possible impact on site

traffic before using a splash page.

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Exhibit 19



About Me

Guaranteed Top Ten Listing

Free For All-Page

Cloaking

Hidden Text

Keyword Stuffing

Duplicate Pages

Meta Refresh

Using Frames

300% Deposit Bonus

Junk Inclusion

Off Site Optimization

Submit to Everyone

Splash Pages

Dynamic Content

Testimonials

"I was thinking about you all day today and what a great person you are."

"I wanted to be #1...After 2 months I reached the top position for my most popular keywords."

Read More...

Why Splash Pages are Bad for Rankings

What is a Splash Page?

Splash pages are intro pages that are designed to impress the computer users. While the idea may be good, the aim is bad. Splash pages are a negative on both ends to the computer user and to search engines.

Why Splash Pages are Bad for Usability:

You and I may both have broadband. A significant portion of those connected to the internet **do not have broadband** and flash introduction can take 30 seconds or more on slower connections. You better hope that you have already been established as the premium source for products or information in your field if you expect people to wait a long time just to see your intro.

Another thing about flash that makes users angry is that some site require they view the intro every time they go to the website.

Why Splash Pages are Bad for Search Engine Rankings

Even if your user does not mind waiting 30 seconds or a minute to see your introduction it is a shame that they will probably not even find it. Many search engines can not effectively navigate through and index flash. This means that you have little to no content to optimize and more than likely will not be able to achieve top listings.

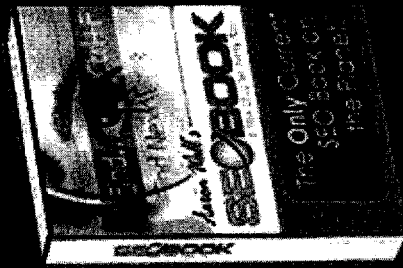
Even when search engines do index flash (as some are starting to do) it will still be hard to value pictures highly in a word based value system when referencing it to words.

Even worse than Splash being hard to navigate is the fact that splash offers limited content to search engines. Even if you extracted all 15 or 20 associated words, what could qualify that word selection to make that page more qualifying than the other billions of web pages?

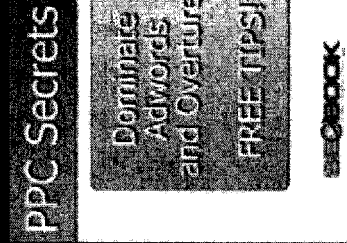
Tips for Using Flash

- DON'T USE FLASH - or -
- If you must use flash ensure users do not have to see it every time they come to your site.
- Place some text on the page so that it may get indexed.
- Make a static site map & link to the site map on the home page.
- Build a strong linking campaign with most of the inbound links containing your primary home page keywords.

The SEO Book



PPC Information



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SEO Tips | SEO Tools | PPC Search Engine Tips -
- Search Engines | Web Directories | Search Term Glossary | Site Map | Search Our Directory | Search The Web | Search
Engine Marketing Results | Privacy Policy | Link To Us -

- Site FAQ's | Search Marketing Info © 2004 | [Contact Me](#) -

Filepath: <http://www.search-marketing.info/traps/splash.htm>
Today is 01/16/09 . This file was last modified on 12/20/04

Exhibit 20

About.com: Web Design / HTML

Splash Pages: Pros and Cons

What is a Splash Page and Should You Use One
By Jennifer Kymin, About.com

See More About: [splash pages](#) [home pages](#) [flash](#)

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Splash Page

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Web Design Ads

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What is a Splash Page?

Splash pages are an introductory page to your Web site. They typically offer one or two of the following features:

- animation or flash movie
- choice of how to enter the site (flash/no-flash, etc.)
- technical requirements (browser, version, etc.)
- graphic or logo

Splash pages can be very popular, especially for designers, as they are a way to show your skills in Flash and other technologies on a single page. But before you run out and build your own splash page, you should consider all the pros and the cons.

Pros to Splash Pages

- Splash pages are fast loading, they get all the information up quickly on the first page without scrolling.
- Splash pages ensure that your readers see your animation or flash, at least once.
- They are a great way to show off your best work, like a portfolio.
- Splash pages allow your readers to choose the site technology that fits them.
- You can then use your server logs to see what the breakdown is of your actual customers.

Cons to Splash Pages

- The usability of a splash page is completely flawed. Your readers come to your site to enter it and a splash page prevents that.
- Many readers don't like splash pages - and in some studies 25% of visitors left a site right after seeing a splash page.
- Splash pages break search engines. Since many splash pages only include a flash animation there isn't a lot for a search engine to optimize on. And if you add content to the page in comments you can be penalized for spamdexing.
- The animation can be repetitive. Readers who have seen the flash don't often want to sit through it again, but if you forget to include a "skip" option they will have to.
- While the flash movie or fancy animation may look really nice, the impression they make may be one of pretentiousness rather than detailing your skills.
- If you submit your splash page to a search engine, the JavaScript codes that move customers to the next page may prevent the search engine from adding *any* page on the site.

My Opinion of Splash Pages

Free Web Design / HTML Newsletter!

Enter email address

SIGN UP

or return

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I find them annoying. I don't like to link to them, and I don't feel that the benefits of choosing the site that works best for my browser outweighs the annoyance. I personally, wouldn't recommend them. But once you've reviewed all the pros and cons, you should make your own decision.

Previous Features

Related Splash Page Resources

- [Flash Resources](#)
- [Web Design Links](#)
- [Web Design Articles](#)

Splash Page Articles From Other Guides

[Graphic Design: Splash Pages](#)

Splash Pages Elsewhere on the Web

- [Splash Pages May Drown Your Site](#)
- [Why Splash Pages are Bad for Search](#)
- [Engine Ranking](#)

Related Articles

- [Create a Great Home Page - The First Page](#)
- [Your Customers See, May Also Be t...](#)
- [Good Web Site Design for Web Site Optimization - Doorway Pages](#)
- [95 SEO Tips and Tricks - Over 90 Factors that Impact Your Site's Placem...](#)
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Splash Pages: Pros and Cons - Before You Put Up a Splash Page

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Exhibit 21

Why avoid a splash page? - Ottawa | Search Engine Visibility Company | SEO/SEM/PPC | WebFuel - Microsoft Internet Explorer prov

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites

Address http://www.webfuel.ca/Why-avoid-a-splash-page Go Links

Blog

Jul 30 2008

Why avoid a splash page?


Written by Helen Fisher in Yahoo! Search, Web Design, Search Engine Optimization, Search Engine Marketing, Search, Other Search Engines, Organic SEO, Keywords, Internet Marketing, Google

Splash pages were once *the* rage. Web designers would create an eye-catching visual, a "splash", to set the stage for the website (and show off their design skills). While no longer *the* trend, they still exist.

What is a splash page?

A splash page is a web page that is an introductory page (also known as a pre-home page). Splash pages typically either display a large graphic or a flash animation. You need to click this page to "enter" the site or you are redirected after a Flash demo is completed.

In general, both site visitors and search engines **do not** like splash pages. Their reasons, however, differ.



From a site visitor's perspective:

- 1. Site access delay**
Web visitors are impatient. A splash page slows down the process of finding what they are searching for (an additional click). From a usability perspective, anything that hinders easy access to your website is generally a bad idea.
- 2. Software issues**
Flash splash pages require special software in order to view. If the plug-in is not installed in your web browser, it can affect how the page downloads - and in some cases access to the website. Again, why use a strategy that can frustrate your web audience?
- 3. Negative impact on site traffic**
Some recent studies show that the splash page exit rate can be as high as 71%. When site visitors leave before actually entering the website, this can

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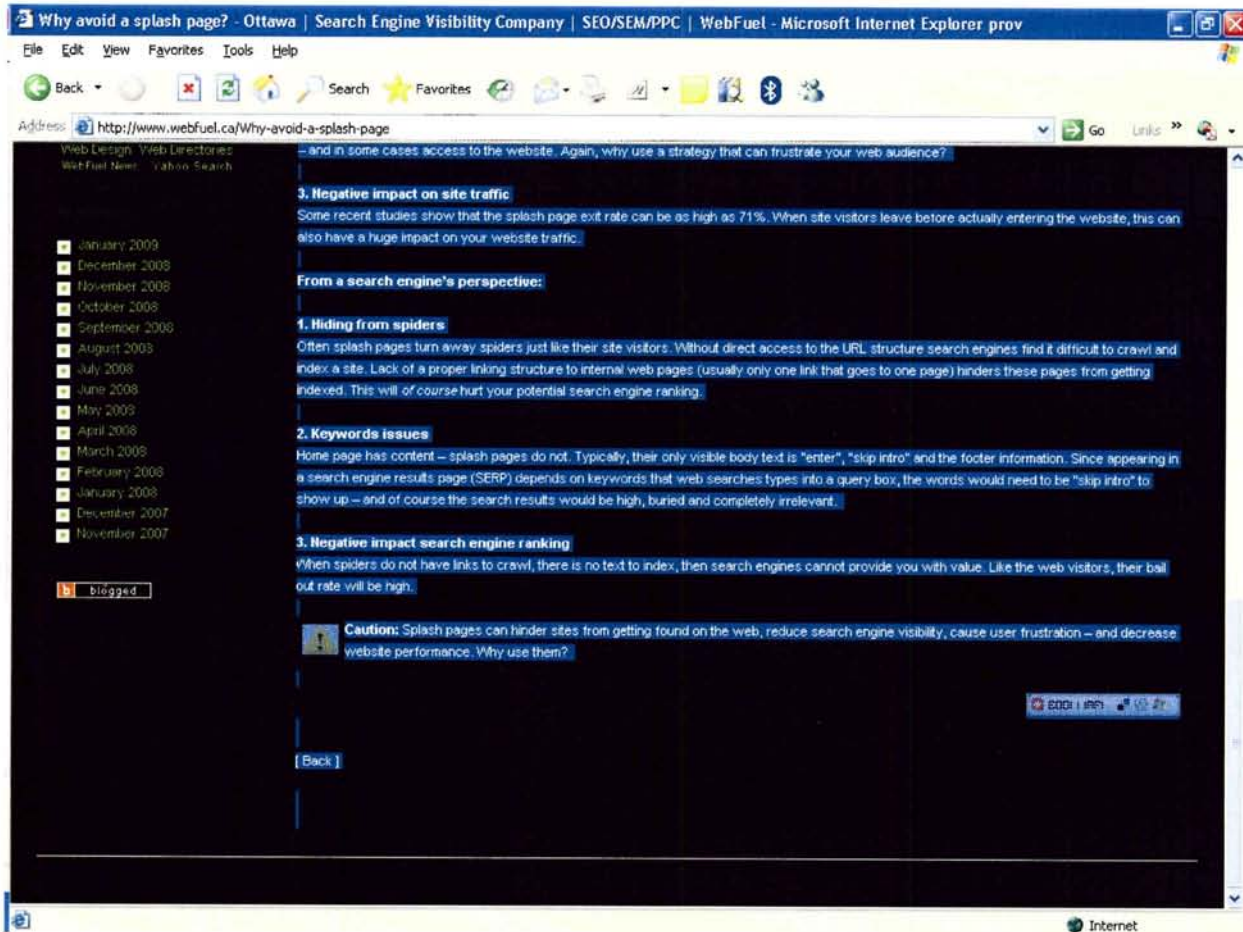


Exhibit 22

Browser Statistics - Microsoft Internet Explorer provided by Foley #2249

File Edit View Favorites Tools Help

Back Search Favorites Go Links

Address http://www.w3schools.com/browsers/browsers_stats.asp

Browsers that count for less than 0.5% are not listed.

W3Schools is a website for people with an interest for web technologies. These people are more interested in using alternative browsers than the average user. The average user tends to use Internet Explorer, since it comes preinstalled with Windows. Most do not seek out other browsers.

These facts indicate that the browser figures above are not 100% realistic. Other web sites have statistics showing that Internet Explorer is used by at least 80% of the users.

Anyway, our data, collected from W3Schools' log-files, over a five year period, clearly shows the long and medium-term trends.

JavaScript Statistics

There are no absolute trends about the use of JavaScript. Some users have scripting turned off. Some browsers don't support scripting:

Date	JavaScript On	JavaScript Off
January 2008	95%	5%
January 2007	94%	6%
January 2006	90%	10%
January 2005	89%	11%
January 2004	92%	8%
January 2003	89%	11%
January 2002	88%	12%
January 2001	81%	19%
January 2000	80%	20%

Other Statistics

[Operating system statistics](#)

[Browser display statistics](#)

Done Internet

Exhibit 23

TheCounter.com: The Full-Featured Web Counter with Graphic Reports and Detailed Information - Microsoft Internet Explorer provi

File Edit View Favorites Tools Help

Back - - - - - Search Favorites - - - - -

Address http://www.thecounter.com/stats/2008/December/javas.php Go Links

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Add Account View Accounts Delete Account Login
Lookup Password Account Management

JavaScript Stats

Fri Feb 1 00:01:02 2008 - Wed Dec 31 23:58:01 2008 335.0 Days

Javascript 1.2+: 50185204 (93%)
Javascript <1.2: 86113 (0%)
Javascript false: 3577464 (6%)

Additional Resources for Webmasters

Software Updates

WinDrivers

Why hunt for Software?
Keep Windows-based systems running at their best with all the drivers you need at WinDrivers.com.

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